

17.0 ARTS AND CULTURE ELEMENT

The *Arts and Culture Element* of the **Sedona Community Plan** is presented in the following sections:



- 17.1 Overview
- 17.2 Key Issues
- 17.3 Recommendations
- 17.4 Action Program



17.1 OVERVIEW

The Overview is presented in the following three sub-sections:

- Arts and Culture Economic Impact
- The City of Sedona Arts and Culture Commission
- Arts and Culture Resources in Sedona Today

A. Arts and Culture Economic Impact

The *Arts and Cultural Element* is a unique element to find in a community's General Plan, but a most critical element in the **Sedona Community Plan** because of the important roles these resources play in Sedona's community life. By some estimates, between two and four million tourists visit Sedona each year with their taxable retail, lodging and service expenditures in the community totaling between \$64.4 and \$68.4 million in 1989, and \$138.2 to \$152.3 million in 1996.

These expenditures represented over 67 percent of all taxable expenditures in Sedona in these categories in 1989 with sales taxes accounting for nearly 50 percent, 56 percent, 56.7 percent, and 64 percent of all City revenues in fiscal year 1988-1989, fiscal year 1989-1990, fiscal year 1995-1996 and fiscal year 1996-1997, respectively. (*Source: Economic Base Study [1990] and City of Sedona*).

Gross sales of arts businesses in Sedona were estimated between \$9.8 and \$14.4 million, with additional non-profit arts-related sales estimated at \$0.6 million, in 1989. In 1990, of the 500 visitors questioned in the Tourist Intercept Survey as to why they visit Sedona, 36.3 percent responded to visit art galleries, craft stores and related art activities, and 68.7 percent responded to sightsee and enjoy the Red Rocks and Oak Creek, which included visiting the area's cultural resources.

Commercial galleries provide the backbone of the community's cultural tourism economy. Once focused on southwest and cowboy art, Sedona's galleries in recent years have greatly diversified. The art impact to date has been to attract high-end visitors, which has economically fueled and can continue to grow Sedona culturally. The long-term preservation of the community's cultural resources and the promotion and development of the performing and visual arts is very important to both the image and economy of Sedona.

B. The City of Sedona Arts and Culture Commission

Planning for, providing facilities and promoting educational activities for the arts date back over four decades in the Sedona community. Foremost in these endeavors has been the leadership and resources committed to the arts by the Sedona Arts Center. This leadership, along with the

tremendous community support for the promotion and development of the arts in Sedona led to one of the first comprehensive arts and cultural planning efforts in the State, and the official establishment of the Sedona Arts and Culture Commission by the Sedona City Council.

In November 1988, the Sedona City Council officially established the Sedona Arts and Culture Commission by ordinance with the following objectives:

- To protect, enhance, serve and advocate excellence in the arts for the people of Sedona in their City.
- To set priorities for the planning and development of arts and cultural activities in Sedona, and in conjunction with other appropriate agencies, in the greater Sedona-Verde Valley Area, for the benefit of the citizens of Sedona.
- To raise the level of awareness and involvement of all citizens in the preservation, expansion, and enjoyment of culture and the arts in the City of Sedona.
- To preserve and enhance the natural beauty of Sedona, its culture and artistic heritage, and to encourage the growth of the arts in all facets of the public and private sectors.

The Commission makes recommendations to the City Council and has the authority to implement recommendations adopted by the City Council in order to:

1. Develop, implement and promote a general plan for arts development and improvements fostering growth of culture and the arts in the City of Sedona;
2. Coordinate with the private sector and other governmental agencies in promoting arts excellence as a tool for the encouragement of economic development in the City of Sedona;
3. Organize and promote activities which celebrate the City and its unique cultural heritage;
4. Develop, implement and promote an Art in Public Places Program and to advise the City Council with respect to accepting, receiving and placing works of art on behalf of the City;
5. Act as a service resource to the community and city agencies in relation to artistic and cultural activities;
6. Make recommendations to the City Council to apply for and accept gifts, grants, funds, contributions and bequests from individuals and public and private entities, agencies, foundations, trusts, corporations, and other organizations or institutions.

C. Arts & Culture Resources in Sedona Today

Sedona is home to numerous nonprofit professional arts organizations and resources, many with national reputations. The longest established organization, the Sedona Arts Center, was founded in 1959. The arts center offers visual arts exhibitions featuring local and visiting artists, visual and performing arts classes for all ages, a gallery shop and an annual Sculpture Walk.

Chamber Music Sedona, founded in 1983, brings world-class musicians to Sedona for an eight-concert winter series, chamber music weekends, and an annual weeklong festival in addition to sponsoring arts education through the Sedona Youth Orchestra, in-school performances and a piano/violin competition for young musicians. Sedona Jazz on the Rocks presents an annual Jazz on the Rocks three-day festival and music education through the Jazz on the Rocks Youth Band.

The Sedona Cultural Park, which opened in 2000, has completed two seasons of performances at the new outdoor amphitheater and sponsors the annual three-day Sedona International Film Festival and the Sedona Film Workshop. The Sedona Arts Festival is an annual juried art and craft show that features the Sedona Artist Invitational, over 100 artists from across the nation, and live entertainment by local performing artists. Shakespeare Sedona is a professional Equity summer theatre festival and training institute, which offers classical plays and programs. Canyon Moon Theatre presents professional theatre for both adults and children.

The Sedona Flagstaff Symphony League, founded in 1984, sponsors an annual *Pops at the Park* outdoor orchestra concert. The league also sponsors a musical competition and gives scholarships to Northern Arizona University's summer music camp.

Sedona has many other fine cultural community organizations such as the Sedona Concert Band, the Sedona Chamber Orchestra, and Grannies on the Rocks, which contribute to the art and cultural experience.

Over forty galleries can be found in Sedona as well as over 500 local artists and craftsmen. Sedona was ranked #15 out of 100 best small art towns in America. (Source: The 100 Best Small Art Towns in America).

17.2 KEY ISSUES

With the reorganization of the Department of Arts and Culture to a division of the City Manager's office, the Mayor appointed an 11-person committee to bridge the transition and make recommendations on existing programs and services. The Transition Committee Report, adopted by the City Council on January 17, 1998, identified the following needs:

- Centralized information Services for arts and cultural events and general information for artists and the general public
- Professionally managed arts in education programs for the visual and performing arts
- Integration of visual and performing arts into the human and natural environment through the Arts in Public Places Program to enhance the aesthetic well-being of citizens and visitors and bring greater visibility to Sedona's culture
- Cost-effective use of City funds in achieving arts and culture objectives
- Appropriate marketing strategies to promote and enhance Sedona as an arts community

In 2001, the Arts and Culture Commission identified the following current needs:

- Promote and develop a creek walk for the City of Sedona
- Reestablish and relocate the community event signage program
- Study the feasibility of an indoor state-of-the-art performing arts facility
- Establish an annual citywide Arts and Culture Week
- Expand the arts and culture grants program
- Continue the Arts Education program
- Research and implement concepts to enhance the Art in Public Places and the Art in Private Development programs
- Act as a catalyst in working with the community to prepare a comprehensive marketing plan to promote Sedona's artistic offerings

17.3 RECOMMENDATIONS

17.3.1 Vision, Goals, Objectives/Policies

The Vision Statement, Goals, Objectives/Policies developed for the Arts and Culture Element of the **Sedona Community Plan** by the community are presented below.

ARTS AND CULTURE VISION

Sedona is a unique community, combining opportunities for the appreciation of its spectacular natural landscape with the excellence of its arts and culture experiences, thus contributing to a vibrant economy and the highest quality of life.

GOAL 1.0 Nurture the community's full artistic and cultural potential.

Objectives/Policies:

- 1.1 Acting as a catalyst, the Arts and Culture Commission will provide leadership, support and vision to the City in all arts-related activities.
- 1.2 Participate in the planning, programming and development of cultural facilities in Sedona including an indoor state-of-the-art performing arts facility.

GOAL 2.0 Nurture community involvement in the arts.

Objectives/Policies

- 2.1 Utilize the Sedona Arts and Culture Commission as a strong guiding force for artistic and cultural development in the Sedona area.
- 2.2 Plan and promote activities that establish public awareness of art and cultural resources for citizens of all age groups.

GOAL 3.0 Maintain and enhance the area's natural beauty and its artistic and cultural heritage.

Objectives/Policies

- 3.1 Contribute to municipal review and approval of aesthetic, artistic, cultural and historic aspects, which enhance artistic interplay between manmade developments and their environmental settings.
- 3.2 Encourage the incorporation of public art and sensitivity to cultural heritage in the community's growth and development.

GOAL 4.0 Enhance the artistic and cultural influences on all segments of the community.

Objectives/Policies

- 4.1 Promote arts education programs at all levels in the schools of Sedona.
- 4.2 Promote and assist in planning and programming arts and culture activities and facilities (e.g., festivals, performances, etc.).
- 4.3 Promote land use policies that support artists studios.

GOAL 5.0 Maintain supportive interactions with the cultural community.

Objectives/Policies

- 5.1 Facilitate and strengthen communication and cooperation among the various arts and cultural groups in Sedona.
- 5.2 Encourage regular communiqués (e.g., newsletters, calendars, correspondence, posters, etc.) to keep arts and related groups apprised of programs and activities of common interest.

GOAL 6.0 Encourage ongoing financial support for arts and culture activities and related community projects.

Objectives/Policies

- 6.1 Monitor the availability of state and federal funding resources for the arts, and apply for grants, as appropriate, to support Sedona projects.
- 6.2 Encourage local public funding support for arts and culture activities.
- 6.3 Encourage private contributions to support arts and culture activities in Sedona.

17.3.2 Specific Recommendations

The following planning recommendations are a summarization of the arts and cultural planning conducted to date by the City of Sedona Arts and Culture Commission. Discussions between the Commission and Planning Team facilitated the integration of these sub-objectives into the **Sedona Community Plan**, and also allowed prioritization of these sub-objectives for input into the Implementation Guide presented in the following section of the *Arts and Culture Element*.

The City of Sedona's Arts and Culture Commission has formulated a Long Range Plan for the arts and has prepared seven broad groups of sub-objectives that can generally be organized into the following seven groupings:

- Planning for the Arts
- Role of Sedona Arts and Culture Commission
- Promotion and Enhancement of Cultural and Artistic Heritage
- Enhancement of Artistic and Cultural Quality of Life for All Age Groups
- Cultural Facilities Development and Marketing in Sedona
- Cultural Community Communications
- Funding of Cultural Groups and Community Projects

Each of these sub-objectives is described below with the appropriate objective immediately preceding the sub-objectives.

A. Planning for the Arts

Sedona seeks to enhance its role in the world of culture and the arts. With proper planning and funding this role may be channeled into the kind of quality economic activity desirable for the community.

Objective 1.1 Acting as a catalyst, the Arts and Culture Commission will provide leadership, support and vision to the City in all arts-related activities.

1.1A Update a Long Range Plan annually to reflect changing artistic cultural needs of the community

1.1B Conduct an annual review of the Arts and Culture Commission's effectiveness in meeting its goals, and make adjustments, as necessary.

Objective 1.2 Participate in the planning, programming and development of cultural facilities in Sedona.

B. Role of the Arts and Culture Commission

The City of Sedona Arts and Culture Commission should play a major role in the future artistic and cultural development of Sedona. The Commission can best fulfill its mission by acting as a catalyst in influencing these vital community affairs.

Objective 2.1 Utilize the Sedona Arts and Culture Commission as a strong guiding force for artistic and cultural development in the Sedona area.

2.1A Continue the employment of a salaried professional to manage the varied day-to-day activities of the Arts and Culture Commission.

- 2.1B Involve and inform the Sedona City Council in regard to the long-term fiscal growth which can result from public/private financial support of the arts.

Objective 2.2 Plan and promote activities that establish public awareness of art and cultural resources for citizens of all age groups.

- 2.2A Engage the Arts and Culture Commission in activities which will raise public awareness of the City of Sedona's commitment to promote quality of life issues.

- 2.2B Identify needs and establish priorities as an ongoing system for encouragement of quality arts and culture development.

- 2.2C Support activities, which promote Sedona's artistic and cultural heritage.

C. Promotion and Enhancement of Cultural and Artistic Heritage

The Arts and Culture Commission should assist in identifying quality of life issues and become an advocate for enhancing the visual image of Sedona, creating a sense of cultural identity and raising the community's cultural awareness.

Objective 3.1 Contribute to municipal review and approval of aesthetic, artistic, cultural and historic aspects which enhance artistic interplay between manmade developments and their environmental settings.

Objective 3.2 Encourage the incorporation of public art and sensitivity to cultural heritage in the community's growth and development.

- 3.2A Encourage the public and private sectors to incorporate works of art in any building or facility utilized by the public.

- 3.2B Develop an Arts in Public Places Program, which may include performing arts and visual arts as well as public spaces designed by or with artists.

D. Enhancement of Artistic and Cultural Quality of Life for All Age Groups

Quality of life issues are important in the context of both enjoyment of the area's unique cultural opportunities, and its future growth. It is essential therefore that the Arts and Culture Commission and a variety of other arts and cultural organizations take steps to insure that individuals of all ages be included in these processes.

Objective 4.1 Promote arts education programs at all levels in the schools of Sedona.

- 4.1A Encourage an Arts Education Program.
- Objective 4.2* Promote and assist in planning and programming arts and culture activities and facilities (e.g., festivals, performances, etc.).
 - 4.2A Identify needs and establish priorities as an ongoing system for encouragement of quality arts and culture development.
 - 4.2B Encourage the development of Seasons of the Arts Festival(s).
 - 4.2C Facilitate establishment of a technical assistance program to encourage professionalism for arts and cultural groups.
- Objective 4.3* Promote land use policies that support artists studios.

E. Cultural Facilities Development and Marketing in Sedona

- Objective 5.1* As an extension of the City of Sedona, the Arts and Culture Commission may provide leadership, support and vision for cultural facilities development and marketing in Sedona.
 - 5.1A Act as a catalyst in working with the community to prepare a comprehensive marketing plan for the promotion of Sedona's diverse artistic offerings to residents and the outside community.

F. Cultural Community Communications

Given the broad diversity of arts and cultural groups in Sedona and the many individuals involved either on a professional, volunteer or personal basis, it is critical to establish cooperation and communications among organizations for the overall cultural growth of the community. The Arts and Culture Commission can play a major role in establishing and maintaining this communication.

- Objective 5.2* Facilitate and strengthen communication and cooperation among the various arts and cultural groups in Sedona.
 - 5.2A Encourage regular communiques (e.g., newsletters, calendars, correspondence, posters, etc.) to keep arts and related cultural groups apprised of programs and activities of common interest.
 - 5.2B Work with the Chamber of Commerce and other arts organizations to develop information items such as brochures, pamphlets, and booklets which can be used to promote cultural activities in the Sedona Area.

- 5.2C Assist the arts community in the development of a system of information kiosks to disseminate awareness among visitors and residents of current cultural events.
- 5.2D Encourage the development of a system of funding and technical support to assist groups in planning and executing cooperative projects.
- 5.2E Develop and maintain a community cultural newsletter.

G. Funding of Cultural Groups and Community Projects

Effective performance of the Arts and Culture Commission in carrying out its broad and diverse activities defined in the Arts and Culture Resources segment of the Sedona Community Plan, and the Commission's implementation of its Long Range Plan will require the expenditure of funds generated from a variety of public and private resources.

Objective 6.1: Monitor the availability of state and federal funding resources for the arts and apply for grants, as appropriate, to support Sedona projects.

- 6.1A Seek non-city public funds to support cultural projects in the community.

Objective 6.2 Encourage local public funding support for arts and culture activities.

- 6.2A Continue to seek funding support from the City of Sedona to accomplish objectives recommended by the Arts and Culture Commission.

Objective 6.3 Encourage private contributions to support arts and culture activities in Sedona.

- 6.3A Establish a private arts trust fund which will serve as a repository for public and private funds, grants, wills and bequests which may, from time-to-time, be realized.

17.4 ACTION PROGRAM

The Action Program for the *Arts and Culture Element* of the **Sedona Community Plan** lists the specific action necessary to implement the Community Plan. Each future action is listed in priority order.

The Sedona Arts and Culture Commission, providing input to the City Council and Planning and Zoning Commission, should review and revise the following Future Actions on an annual basis in order to continue to pursue implementation of the **Sedona Community Plan** in an expeditious manner and to coincide with the annual strategic and capital planning process.

Future Actions

1. Promote and develop a creek walk for the City of Sedona.
2. Re-establish and relocate the community event signage program.
3. Study the feasibility of an indoor state-of-the-art performing arts facility.
4. Establish an annual city-wide Arts and Culture Week.
5. Support the re-evaluation of allowable and conditional uses in the Land Development Code that could provide additional opportunities for artists studios.

On-going:

- Expand the arts and culture grants program.
- Research and implement concepts to enhance the art in Public Places and the Art in Private Development programs
- Enter into a public/private partnership to continue funding of an Arts Education Coordinator housed at the School District to coordinate arts in schools.
- Provide 1/10 of one percent of General Fund budget excluding wastewater fund to go toward public art.
- Coordinate the Arts Education Program to promote and encourage participation of arts and provide arts educational activities.
- Act as a catalyst in working with the community to prepare a comprehensive marketing plan to promote Sedona's artistic offerings.
- Promote and assist in planning and programming arts and culture activities (e.g. festivals, performances, etc.) and organize and promote activities which celebrate the City and its unique cultural heritage.